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environmental thrust

CITIZEN PROJECTS FOR A BETTER AMERICA



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U. S. DEPARTMENT OF AGRICULTURE

action for a better environment

The President has said that the environmental problems we face "can be solved only by a full national effort...that reaches into every community in the land. Improving our surroundings is necessarily the business of us all."

The task ahead is great—to restore America's abundant natural assets, to reverse the trends of deterioration, and to improve the physical settings in which we live, work, and relax.

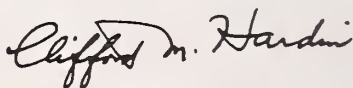
The Department of Agriculture believes the people of America can refit their thinking and actions to solve the problems of the environment. We believe that much that needs doing must start with people.

To help get action started, the Department has established a campaign called "Environmental Thrust." Its purpose is to show people how they can voluntarily do something positive about improving environmental conditions.

More than 20 project outlines, now ready for use, can be obtained from local, State, and Federal Rural Development Committees. The committees are made up of representatives from the Soil Conservation Service, Farmers Home Administration, Forest Service, Rural Electrification Administration, Economic Research Service, and Extension Service. These agencies are easy to reach; along with county extension agents and farm advisers, they are listed in local telephone directories.

Any of the agricultural offices in your State and locality can help you obtain project outlines and guidance. The outlines and general information are also available from: Environmental Thrust, U.S. Department of Agriculture, Washington, D. C. 20250.

If you are concerned, regardless of where you live or work, let me urge you to join in the refitting effort for a better environment. Working together, millions of individuals and their organizations can put quality into our environment.



CLIFFORD M. HARDIN
Secretary of Agriculture

environmental thrust-how it works

Throughout the United States, the Department of Agriculture has hundreds of local, State, and Federal offices staffed with people whose daily duties relate to the environment.

The Environmental Thrust campaign aims to muster all available resources of the agricultural community so as to reach every rural county and town to help build and protect the quality of life. We want every source of pollution, ugliness, or blight to be challenged.

Alert citizens everywhere see pressing environmental problems on all sides. We hope to help these concerned citizens also see environmental *opportunities*—opportunities for voluntarily working together to solve problems.

Environmental Thrust seeks to get things started. It is designed to provide citizens with help in first initiating, and then carrying out, community-wide activities in environmental quality—concentrated efforts that can attain tangible, measurable goals.

The Environmental Thrust plan lists the many resources—available for the asking—through the national network of USDA offices.

Government personnel, many of whom are scientists and technicians, will make their expertise available to help with planning and development, as well as putting into effect whatever environment improvement program each town or county decides to undertake.

If you have suggestions to make, a good idea for a specific project, or questions to ask on how to get started, get in touch with your nearest Rural Development Committee via your county agricultural extension agent or local office of a USDA agency.

The regular on-going activities of the U. S. Department of Agriculture are concerned with every aspect of our environment. It is the business of agriculture to provide a safe, wholesome, and abundant supply of farm and forest products; to conserve and renew soil and water resources; to protect and improve wildlife habitats; to produce ornamental plants and trees; and to create outdoor recreation areas.

Agriculture's concern with the environment is as broad as the definition will allow—the total of our surroundings, conditions, and influences. This is why Environmental Thrust draws on a wealth of knowledge and experience to help any community deal with a particular environmental problem.

Yet USDA's resources and concern are insignificant unless they have the cooperation of large numbers of people. The Environmental Thrust project outlines suggest where action can start.

together we can build

The following project outlines are ready for you to use:

Safe Drinking Water...Sanitary Landfills...Trash and Junk Removal... Safeguarding Food Quality...Reducing Environmental Degradation By The Marketing System... Sewage Disposal For Farm Home and Rural Community...Animal Waste Disposal...Pesticide Safety...Disposal of Pesticide Wastes and Containers.

Controlling Ticks in Recreational Areas...Controlling Yellow Jackets in the Western United States... Controlling Ragweed...Controlling Poison Ivy, Poison Oak, and Poison Sumac...Controlling Poisonous Plants... Controlling Aquatic Weeds...Brush Control.

Improving Recreational Resources... Improving Rural Housing...Land Use Planning... Noise Reduction... Protecting the Landscape...Landscape Improvement.

This list of project outlines is being expanded. You can help make sure that the opportunities you know about are included. Share your ideas and your commitment with your community.



These environmental insults threaten us all:

- Land Abuse and Misuse
- Chemical Abuse
- Population Distribution
- Resource Depletion
- Noise
- Waste Disposal
- Air pollution
- Water Pollution
- Rural and Urban Blight
- Technological Abuse

Opportunities for a better environment challenge each of us.



Although the ultimate cause of some of our environmental problems lies beyond the control of a single community, nonetheless the solutions can begin in actions taken locally by interested and cooperative people—in every community in our land.

The U. S. Department of Agriculture wants very much to help establish and pursue those goals that will result in the kinds of environments Americans want and need.

Will you work with us in a citizen's program for a better America?

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